

# MARKETSHARE THROUGH MINDSHARE

VOLUME 11 • NUMBER 2

Despite the bleary whiteness and numbing cold of this unending NY winter, here's MTM Volume 11, Number 2 to provide a 10-minute respite! For our readers in California, Arizona, Hawaii, New Zealand and other more hospitable places, we are going to leave out the Answer Key\*. Enjoy!

Published Irregularly, Not Erratically

\*Just kidding!

## Advertising Icons:

1. The most annoying advertising symbol (or mascot in trade speak) according to a recent survey is:

- a. Flo from Progressive Insurance
- b. The Aflac Duck
- c. The Geico Gecko
- d. Toyota Jan



2. The Energizer Bunny hopped to its debut in:

- a. 1969
- b. 1979
- c. 1989
- d. 1999



3. The original voice of the Geico gecko was:

- a. Peter O'Toole
- b. Mel Gibson
- c. Colin Firth
- d. Kelsey Grammer



4. This former U.S. Senator may not be an advertising icon but is seen everywhere hawking reverse mortgages:

- a. Fred Thompson of Tennessee
- b. Hillary Clinton of New York
- c. John D. Rockefeller IV of West Virginia
- d. Bill Bradley of New Jersey



## More Advertising Icons:

**5. Ronald McDonald, the erstwhile hamburger clown, was first introduced in:**

- a. 1956
- b. 1963
- c. 1960
- d. 1969



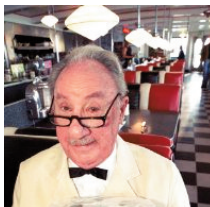
**6. The Michelin Man was first introduced in:**

- a. 1898
- b. 1915
- c. 1935
- d. 1944



**7. Portrayed by actor Dick Wilson, this character was recently voted "Number One Icon of All-Time":**

- a. Mr. Whipple
- b. The Marlboro Man
- c. Joe Isuzu
- d. Jared The Subway Guy



**8. Before Tony the Tiger became the Frosted Flakes mascot in 1951, three of the following mascots were considered...except:**

- a. Newt the Gnu
- b. Elmo the Elephant
- c. Katy the Kangaroo
- d. Strayhorn the Sheep



## Going Mobile!

**9. 70% of mobile searches lead to some form of action within one:**

- a. Minute
- b. Hour
- c. Day
- d. Month



**10. 70% of desktop searches lead to some form of action within one:**

- a. Minute
- b. Hour
- c. Day
- d. Month



**11. What percentage of smartphone owners have made a purchase via phone?**

- a. 10%
- b. 25%
- c. 50%
- d. 75%



**12. What percentage of smartphone owners have scanned a QR code and made a purchase?**

- a. 20%
- b. 40%
- c. 60%
- d. 80%



## Media:

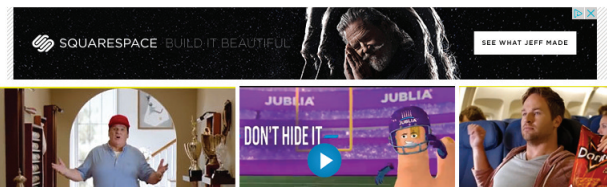
**13. The first publication to earn \$100 million per year in advertising revenue was:**

- a. *Life*
- b. *Time*
- c. *US News*
- d. *Sports Illustrated*



**14. Recent polling revealed the worst Super Bowl ad spot (\$3.5 million!) was:**

- a. Squarespace (Jeff Bridges didgeridoo)
- b. Sketchers (Pete Rose)
- c. Jublia (toe nail fungus medicine)
- d. Doritos (gross guy on airplane)



**15. The average amount of time spent on Facebook per day averages:**

- a. 15 minutes
- b. 20 minutes
- c. 30 minutes
- d. 45 minutes



**16. After Facebook, the most used social media network is:**

- a. Pinterest
- b. LinkedIn
- c. Flickr
- d. Twitter



**Congratulations to:**

**Collector Car Showcase:** Congratulations to Collector Car Showcase on the opening of their classic car exhibit and museum. Enter CCS and be transported back in time via an amazing collection of automobiles and vintage petroliana (gas station and petroleum memorabilia). Full automotive detailing services are available on premise, and the facility can also host your next event. The Museum is open to the public and full automotive detailing services are available on premise. CCS can also play host to your next event. Take a ride and check it out in person: 85 Pine Hollow Road, Oyster Bay, NY. PMG launched the new responsive website thanks to Gary Cucchi, Liz Wisnieski and Phil Perlman. [www.collectorcarshowcase.com](http://www.collectorcarshowcase.com).



**Total Technology Solutions:** A communications-based technology leader since 1988, has announced the addition of Jon Berlin, Anthony Francis and James Tauer. Tim McKnight, Total's Managing Partner, commented that the "appointments reflect the expansion of Total's business in scope, service offerings and geography. With this wealth of new expertise added to our existing team, enhancement of our service model is well underway."



**NSWCA:** The Nassau Suffolk Water Commissioners' Association (NSWCA) has inaugurated a new board for 2015: President Thomas P. Hand, Massapequa Water District; 1st Vice President Raymond J. Avera, Massapequa Water District; 2nd Vice President Andrew N. Bader, Plainview Water District; Secretary Vincent Abbatiello, Westbury Water District and Treasurer and past NSWCA President Karl M. Schweitzer, Hicksville Water District.



**Marine Air Supply:** Celebrating 50 years of service in 2015, the Fredrick, MD based distributor of electromechanical components has added a new PMG-designed website ([www.marineairsupply.com](http://www.marineairsupply.com)) and enhanced their corporate image with a new "50 Year" logo update designed by Adam Strickland.







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▲ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.

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► The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



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## ANSWER KEY

1) a, 2) c, 3) d, 4) a, 5) b, 6) a, 7) a, 8) d, 9) b, 10) d, 11) c, 12) b, 13) a, 14) d, 15) b, 16) d